



# EXPORT PROMOTION COUNCIL FOR HANDICRAFTS

"EPCH HOUSE" POCKET-6 & 7, SECTOR-C, L.S.C., VASANT KUNJ, NEW DELHI-110070  
Tel: 91-11-26135256 Email: kolkata@epch.com  
Fax: 91-11-26135518, 26135519 Web: www.epch.in

NO.EPCH-2/3(14)/2013-S&W

March 20, 2014

Subject : **Seminar on "Developing Packaging & Presentation for Handicraft Products for Corporate Gifting" at Kolkata on 22.03.2014 (Saturday)**

Respected Sir / Madam,

Handicrafts are not only purchased by tourists, the customers may be Exporters seeking commercial markets for themselves or for their business relations. In such cases, the handicraft becomes more than a souvenir; it is a piece of art and as such requires an attractive and appropriate packaging. The packaging can then be used to convey the origin and cultural meaning of the article, thereby adding value to the item sold.

The growing interest of developing countries and transition economies in adding value to their exports demands, specialized expert packaging knowledge. With increasing participation of SMEs in international trade, smaller companies with export potential are looking for relevant and practical state of the art information on the issue.

Realizing the importance of the subject, the Council is organizing a Seminar on "Developing Packaging & Presentation for Handicraft Products for Corporate Gifting" at Kolkata on 22.03.2014 (Saturday).

The program details are as follows:

DATE: **22nd of March, 2014 (Saturday)**  
TIME: **(Registration 03.30 pm) 4.00 pm followed by High Tea in Evening.**  
VENUE: **EPCH KOLKATA OFFICE: 53/1, Sambhunath Pandit Street, Second Floor, (opp. Bangur Institute of Neuroscience & Psychiatry), Kolkata-700 025**

Renowned Guest faculty, associated with the Industry will provide the required knowledge to the participants who are engaged in the handicrafts sector.

As we have limited seats and keeping in view the importance of the Seminar, you are requested to confirm your participation in confirmation slip. Kindly forward us your confirmation at: kolkata@epch.com

Yours faithfully,

**R. K. Verma**  
Director

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### Confirmation Slip

Please forward to: Fax: +91 33 2419 1745, E-mail: kolkata@epch.com

Dear Sir,

I/we \_\_\_\_\_ would like to confirm our participation to attend seminars on "Developing Packaging & Presentation for Handicraft Products for Corporate Gifting" at Kolkata on 22.03.2014 (Saturday).

Name of Representative: \_\_\_\_\_ Company Name: \_\_\_\_\_

Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_